

Program B: Communications

Program Authorization: RS: 36:101(B)

PROGRAM DESCRIPTION

The mission of the Communications Program is to provide promotional support for the marketing activities of the Department, to publicize the availability/success of DED program/activities and present a favorable image of Louisiana as a premier site for the start-up, relocation or expansion of businesses among in-state, national and international business. The goal of the Communications Program is to create, produce and conduct public information and advertising programs to disseminate information which will help create a greater awareness of Louisiana's business advantages among in-state, national, and international site selection decision makers.

OBJECTIVES AND PERFORMANCE INDICATORS

Unless otherwise indicated, all objectives are to be accomplished during or by the end of FY 2001-2002. Performance indicators are made up of two parts: name and value. The indicator name describes what is being measured. The indicator value is the numeric value or level achieved within a given measurement period. For budgeting purposes, performance indicator values are shown for the prior fiscal year, the current fiscal year, and alternative funding scenarios (continuation budget level and Executive Budget recommendation level) for the ensuing fiscal year (the fiscal year of the budget document).

1.(KEY) To generate 724 qualified inquiries through the paid advertising program .

Strategic Link: Ties to Goal 1 of the Communication Strategic Plan

Louisiana: Vision 2020 Link: Supports Goal 1, which addresses improving the efficiency of government.

Children's Cabinet Link: Not applicable

Other Link(s): Not applicable

Explanatory Note: A supplementary recommendation of \$1,221,038 in Statutory Dedications support is included in the Total Recommendation for this program. This recommendation represents \$1.221,038 in Marketing Funds. This item is contingent upon renewal of the .4% Vendor's Compensation Sales Tax (R.S. 47:306 and R.S. 47:318) that currently goes to Economic Development.

L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
		YEAREND PERFORMANCE STANDARD FY 1999-2000	ACTUAL YEAREND PERFORMANCE FY 1999-2000	ACT 11 PERFORMANCE STANDARD FY 2000-2001	EXISTING PERFORMANCE STANDARD FY 2000-2001	AT CONTINUATION BUDGET LEVEL FY 2001-2002	AT RECOMMENDED BUDGET LEVEL FY 2001-2002
K	Number of qualified inquiries entries generated ¹	750	443 ²	750	570 ³	570	724

¹ A qualified entry is a request for specific information concerning DED programs/services by a individual, group, organization, or business. The request has a specific purpose/goal/objective in mind, such as expansion/retention, relocation or new business development. In addition, the request is subsequently followed-up and tracked through an established database.

² FY 1999-2000, performance was affected by a sluggish economy and curtailed expansion and growth on the part of industry in general. In addition, the paid advertising program was revamped.

³ The Existing Performance Standard reflects an August 15th adjustment (approved by the Performance Review Subcommittee of the Joint Legislative Committee on the Budget on September 28, 2000, and by the JLCB on September 29, 2000) due to the partial restoration of funding of the Communications Program by Conference Committee during the 2000 Legislative Session .

RESOURCE ALLOCATION FOR THE PROGRAM

	ACTUAL 1999 - 2000	ACT 11 2000 - 2001	EXISTING 2000 - 2001	CONTINUATION 2001 - 2002	RECOMMENDED 2001 - 2002	RECOMMENDED OVER/(UNDER) EXISTING
MEANS OF FINANCING:						
STATE GENERAL FUND (Direct)	\$281,203	\$0	\$0	\$20,681	\$1,480	\$1,480
STATE GENERAL FUND BY:						
Interagency Transfers	0	0	0	0	0	0
Fees & Self-gen. Revenues	0	0	0	0	0	0
Statutory Dedications	927,938	1,000,000	1,071,287	1,000,000	1,221,038	149,751
Interim Emergency Board	0	0	0	0	0	0
FEDERAL FUNDS	0	0	0	0	0	0
TOTAL MEANS OF FINANCING	\$1,209,141	\$1,000,000	\$1,071,287	\$1,020,681	\$1,222,518	\$151,231
EXPENDITURES & REQUEST:						
Salaries	\$29,698	\$29,752	\$32,027	\$33,321	\$33,321	\$1,294
Other Compensation	1,165	0	0	0	0	0
Related Benefits	7,062	7,903	7,903	8,089	8,089	186
Total Operating Expenses	3,054	4,345	5,570	5,681	5,570	0
Professional Services	1,168,162	956,208	1,025,787	973,590	1,175,538	149,751
Total Other Charges	0	0	0	0	0	0
Total Acq. & Major Repairs	0	1,792	0	0	0	0
TOTAL EXPENDITURES AND REQUEST	\$1,209,141	\$1,000,000	\$1,071,287	\$1,020,681	\$1,222,518	\$151,231
AUTHORIZED FULL-TIME EQUIVALENTS: Classified	1	1	1	1	1	0
Unclassified	0	0	0	0	0	0
TOTAL	1	1	1	1	1	0

SOURCE OF FUNDING

The Communications Program is funded from the General Fund, and from Statutory Dedications. The Statutory Dedications are from: 1) Workforce Development and Training Fund, and 2) Marketing Fund. Act 32 of the First Extraordinary Legislative Session of 1996 redirected the deposit of vendor compensation into the Workforce Development and Training Fund. Act 32 further provided that \$1,000,000 of the funds deposited shall be used for advertising, marketing, and promotional activities. (Vendor Compensation was previously deposited into the La. Economic Development Fund to be used for Financial Assistance to stimulate and/or increase economic activity in Louisiana. Act 34 of 1991 established the Louisiana Economic Development Fund and Act 1186 of 1995 authorized 37% of the vendor compensation deduction to be dedicated to the Louisiana Economic Development Fund. (Per R.S.39:32B.(8), see table below for a listing of expenditures out of each statutory dedicated fund.) Act 50 of 1998 again redirected the vendor compensation collection, but the \$1,000,000 utilized for advertising, marketing and promotion remained unchanged.

	ACTUAL 1999- 2000	ACT 11 2000 - 2001	EXISTING 2000 - 2001	CONTINUATION 2001 - 2002	RECOMMENDED 2001 - 2002	RECOMMENDED OVER/(UNDER) EXISTING
Marketing Fund	\$927,938	\$1,000,000	\$1,071,287	\$1,000,000	\$1,221,038	\$149,751

ANALYSIS OF RECOMMENDATION

GENERAL FUND	TOTAL	T.O.	DESCRIPTION
\$0	\$1,000,000	1	ACT 11 FISCAL YEAR 2000-2001
			BA-7 TRANSACTIONS:
\$0	\$71,287		Communications Prog. - CarryForward - Professional Services to develop and provide advertising, promotion and marketing. \$71,287 in Statutory Dedications – Marketing Fund.
\$0	\$1,071,287	1	EXISTING OPERATING BUDGET – December 15, 2000
\$733	\$733	0	Annualization of FY 2000-2001Classified State Employees Merit Increase
\$747	\$747	0	Classified State Employees Merit Increases for FY 2001-2002
\$0	(\$71,287)	0	Non-Recurring Carry Forwards
\$0	\$221,038	0	Communications - Increase up to anticipated Fund Balance for enhanced Ad/Promotions and Marketing services
\$1,480	\$1,222,518	1	TOTAL RECOMMENDED
\$0	(\$1,221,038)	(1)	LESS GOVERNOR'S SUPPLEMENTARY RECOMMENDATIONS
\$1,480	\$1,480	0	BASE EXECUTIVE BUDGET FISCAL YEAR 2001-2002

SUPPLEMENTARY RECOMMENDATIONS CONTINGENT ON NEW REVENUE:

\$0	\$1,221,038	1	A supplementary recommendation of \$1,221,038 in Statutory Dedications support is included in the Total Recommended for this program. It represents \$1,221,038 in Marketing Funds. This item is contingent upon renewal of the .4% Vendor's Compensation Sales Tax (R.S. 47:306 and 47:318) that currently goes to Economic Development.
\$0	\$1,221,038	1	TOTAL SUPPLEMENTARY RECOMMENDATIONS CONTINGENT ON NEW REVENUE
\$1,480	\$1,222,518	1	GRAND TOTAL RECOMMENDED

The total means of financing for this program is recommended at 114.1% of the existing operating budget. It represents 114.1% of the total request (\$1,071,287) for this program. The major changes reflected in the analysis of recommendation include: Decreased funding of \$71,287 for non-recurring carry forward for the contracts for advertising, promotion and marketing. Increased funding to place budget up to anticipated Fund Balance for enhanced Advertising, Promotions and Marketing services.

PROFESSIONAL CHARGES

\$1,175,538	Funding provided for the production of ads, media purchases and any additional advertising, marketing and promotional items
\$1,175,538	TOTAL PROFESSIONAL SERVICES

OTHER CHARGES

This program does not have funding for Other Charges for Fiscal Year 2001-2002.

ACQUISITIONS AND MAJOR REPAIRS

This program does not have funding for Acquisitions and Major Repairs for Fiscal Year 2001-2002.